

Message Text

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ACTION EUR-12

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FM AMEMBASSY WARSAW
TO USDOC WASHDC
INFO SECSTATE WASHDC 4615
USICA WASHDC
AMEMBASSY VIENNA

UNCLAS WARSAW 3329

COMMERCE FOR BEWT/TPD JERSCHKOWSKY AND BEWT/OEWCA LOTARSKI

ICA FOR IEU/ARTHUR

VIENNA FOR ICA AND HENNING VONTILLIUS

EO 11652N/A
TAGS: BEXP PL
SUBJ: PRINTING OF THE POLISH COMMERCIAL NEWSLETTER IN FY-79

1. LAST MONTH RPO VIENNA INFORMED US THAT THE COST OF PRINTING THE COMMERCIAL NEWSLETTER (WIADOMOSCI HANDLOWE) IN FY-79 IS ESTIMATED AT \$10,030. OF THIS TOTAL, RPO REPORTS THAT \$4,570 (WHICH WAS NOT INCLUDED IN THE FY-78 REIMBURSEMENT) REPRESENTS PAPER, INK, PLATES, AND PHOTO WORK. (FYI: THE FY-78 REIMBURSEMENT FROM THE TRADE DEVELOPMENT CENTER'S BUDGET WAS \$4,500. END FYI). THE REMAINDER OF THE INCREASE IS DUE TO THE DEVALUATION OF THE DOLLAR AND AN INCREASE IN SHIPPING AND CONTRACTUAL SERVICES EXPERIENCED DURING FY-78 TO DATE.

2. BY COINCIDENCE, AT THE TIME OF RECEIPT OF THIS NEWS, THE TDC WUQ (AND STILL IS) IN THE PROCESS OF UPDATING THE MAILING LIST FOR THE NEWSLETTER (APPROXIMATELY 2,000 UNCLASSIFIED

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NAMES) AND CONSIDERING THE PROSPECTS FOR PUBLISHING IT IN THE FUTURE. NOW SINCE THE COST OF PRODUCTION TO THE TDC IS MORE THAN DOUBLING IN THE NEXT FISCAL YEAR (THE COST WAS ZERO TO THE TDC IN FY-77), WE THINK IT IS CLEARLY TIME TO DETERMINE OUR FUTURE PLANS FOR THE NEWSLETTER.

3. ONE ALTERNATIVE IS TO PRINT FEWER COPIES EACH MONTH. A SECOND ALTERNATIVE IS TO PRINT APPROXIMATELY THE SAME NUMBER, BUT LESS FREQUENTLY. IN ANY CASE, AS IT IS PROJECTED BY RPO, WE BELIEVE THE COST FOR PRINTING 2,000 COPIES EACH MONTH IS TOO EXPENSIVE, ESPECIALLY IN VIEW OF THE TIME SPENT PREPARING IT AND THE MEAGER EVIDENCE WE HAVE THAT THE NEWSLETTER IS WIDELY READ AND USED.

4. REGARDING ALTERNATIVE ONE, RPO HAS INDICATED THE ESTIMATED COST OF PRINTING 1,500 COPIES EACH MONTH, FOR EXAMPLE, WOULD BE \$8,151. REGARDING THE SECOND ALTERNATIVE, TO PRODUCE THE NEWSLETTER QUARTERLY, AT THE CURRENT PRODUCTION OF 2,000 COPIES, WOULD COST AROUND \$3,430.

5. EVEN BEFORE LEARNING OF THE COST INCREASE, THE TDC WAS LEANING TOWARD REDUCING THE FREQUENCY OF PUBLICATION TO BI-MONTHLY OR QUARTERLY AS IS DONE IN SOME OTHER POSTS. THIS IS BECAUSE IT IS A CONSIDERABLE EFFORT TO PRODUCE THE NEWSLETTER EACH MONTH WITH THE LIMITED PERSONNEL RESOURCES AVAILABLE. FURTHERMORE, WE GET VERY LITTLE FEEDBACK ON HOW IT IS ACCEPTED AND USED AND WE DO NOT BELIEVE THERE IS ENOUGH NEWS EACH MONTH TO MAKE EACH ISSUE ATTRACTIVE OR UNIQUE. THE QUARTERLY APPROACH, WHICH WE FAVOR, WOULD PERMIT THE TDC TO CONCENTRATE ON EACH ISSUE, MAKE THE PUBLICATION MORE NEWSWORTHY AND, AS A RESULT, THE NEWSLETTER WOULD PROBABLY BE MORE APPRECIATED, ANTI-UNCLASSIFIED

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CIPATED, AND READY BY END-USERS. THE MONEY RPOR WOULD NEED TO PRODUCE THE NEWSLETTER QUARTERLY WOULD BE MANAGEABLE WITHIN THE TDC'S BUDGET AND IT WOULD BE MORE EFFICIENTLY SPENT. FINALLY, FROM THE BUDGETARY POINT OF VIEW, WE SAVE LITTLE MONEY BY SIMPLY REDUCING THE NUMBER OF COPIES EACH MONTH.

6. WE HAVE NOT YET DECIDED IF WE WILL GO TO QUARTERLY OR BI-MONTHLY PUBLISHING OF THE NEWSLETTER IN FY-79. AMONG OTHER THINGS, WE WANT TO WAIT FOR COMPLETION OF THE FINAL, UPDATED LIST OF ADDRESSEES. IN THE MEANTIME, WE WOULD WELCOME ANY COMMENTS USDOC WISHES TO MAKE.

SCHAUFEELE

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